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Consumer PURCHASES OF FRUITS AND JUICES

in September
1954



UNITED STATES DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE

WASHINGTON 25, D. C.

November 1954

PREFACE

This report presents estimated total consumer purchases of fresh citrus fruits, canned juices, and frozen concentrated juices and ades. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 5,800 household consumers.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

CONSUMER PURCHASES OF FRUITS AND JUICES
IN SEPTEMBER 1954

The data in this report represent estimated total purchases by household consumers only and do not include those by restaurants, hotels, hospitals, or other institutional outlets. Data for single months are for 4-week periods (28 days) only, in order to permit comparisons between periods of equal length.

SUMMARY

Sharp increases in purchases of frozen concentrated orange juice, fresh grapefruit and canned grapefruit juice were the outstanding developments in household purchases of citrus products during September 1954 compared with a year ago. A very large rise in frozen concentrated orange juice purchases more than offset smaller purchases of fresh oranges and canned orange juice. Prices consumers paid for frozen orange juice averaged almost 2 cents a 6-ounce can lower than last year, while prices paid for fresh oranges and canned orange juice were higher.

On a fresh equivalent basis, household purchases of grapefruit and canned grapefruit juice in September were three-fifths again as large as in September last year. With earlier marketing of Florida grapefruit this season, purchases of fresh fruit in September were up sharply, but canned grapefruit juice accounted for most of the large rise in fresh equivalent purchases of grapefruit. Prices householders paid for grapefruit during September averaged as high as in any month last season. Prices paid for canned grapefruit juice were almost 4 cents a 46-ounce can lower than in September last year.

Householder purchases of lemons in the form of fresh fruit, canned and bottled juice, and frozen concentrate for lemonade in September were down almost a fifth from a year earlier. Householders bought as many fresh lemons, but their purchases of juice and concentrate for lemonade were off sharply. Prices paid by consumers for fresh lemons were down about 5 cents a dozen compared with last September. Frozen lemonade prices were also down, while canned lemon juice prices were somewhat higher.

In September consumers bought almost the same volume of canned single-strength orangeade as in September a year earlier. They paid slightly lower prices. Purchases of shelf-pack orangeade concentrate, however, decreased sharply. Prices paid for this product were somewhat higher than in September 1953.

Household purchases of pineapple and grape juice were down from September last year, while prices paid were slightly higher. Household buying of tomato juice remained unchanged although prices were down about a cent per 46-ounce can.

FROZEN JUICES AND ADES

In September householders bought more than 5,000,000 gallons of frozen concentrated orange juice. This was the largest volume purchased for household consumption in any month so far in this series of reports. Prices paid averaged 16.4 cents per 6-ounce can, about the same as in the 3 preceding months, but 2 cents less than in September last year. Compared with September a year ago purchases of frozen orange juice were up more than a third (fig. 4). Part of this increase probably was due to fresh oranges being more generally available on the market in September last year.

About 31 in 100 families bought frozen orange juice in September, almost the same as in the summer months. In September a year ago 28 in 100 families made purchases. Families buying purchased an average of about 7-1/2 of the 6-ounce cans per family in September, 1 can more than a year earlier (table 2).

Purchases of frozen concentrated grape juice in September dropped more than a fifth from a year earlier. Nearly 10 percent fewer families reported buying frozen grape juice than in September 1953. Prices paid were almost unchanged (table 2).

Purchases of frozen concentrate for lemonade by householders in September reflected the customary decline from August. Compared with September last year, however, purchases of this product were down considerably. August and September 1954 were the only months during the past year in which household purchases of frozen concentrate for lemonade were not larger than in the corresponding months of the 2 preceding years. The average price paid in September by householders for frozen concentrate for lemonade was 15.1 cents per 6-ounce can, down 2.5 cents from a year earlier (fig. 3).

Purchases of canned single-strength orangeade by householders in September showed a seasonal decline from last month but remained unchanged from September a year ago. Purchases of shelf-pack orangeade concentrate in September decreased sharply from a year ago (fig. 5). Fewer families bought this product. Prices paid averaged somewhat higher (table 1).

CANNED JUICES

Purchases of canned single-strength juices by householders in September 1954 totaled about 6,500,000 cases of No. 2 cans. This volume was slightly larger than in September 1953. The most marked changes from a year ago were a sharp increase in purchases of grapefruit juice, a moderate increase in purchases of prune juice, and a substantial decline in purchases of orange, lemon and grape juice. Purchases of tomato juice remained unchanged. Prices paid by householders for all major canned single-strength juices averaged higher in September than a year earlier except for grapefruit, tomato, and orange-grapefruit blended juice (table 1).

Household purchases of canned single-strength orange juice in September were down about a tenth from the same month a year ago but were up slightly from August, the record low. Prices paid for a 46-ounce can of orange juice in September edged above the August average and were about a cent above the average a year earlier (fig. 6).

Consumer purchases of canned single-strength grapefruit juice in September increased by more than three-fifths compared with September a year ago. This was the third consecutive month in which purchases were above the levels of a year earlier (fig. 6). About a fifth more families bought grapefruit juice in September than a year ago, and their average purchases per family were a sixth larger. Householders paid nearly 4 cents a 46-ounce can less for grapefruit juice than in September 1953 (table 1).

Purchases of canned orange-grapefruit blended juice by householders in September were slightly more than a year earlier. Prices paid averaged slightly lower (table 1).

Consumer buying of canned and bottled lemon juice in September dropped almost a fifth compared with a year earlier. There was a substantial drop in the number of families buying lemon juice compared with a year earlier. Householders paid about 14.3 cents per 5-1/2-ounce can for lemon juice in September, compared with 13.1 cents last September (table 1).

Household purchases of canned pineapple juice in September were down about 10 percent from a year earlier. Both number of families buying and average purchases per buying family were down. Prices paid averaged slightly lower than in previous months but a little above a year ago (table 1).

Volume of household purchases of tomato juice in September remained almost unchanged from a year earlier. Purchases of tomato juice averaged about 1-3/4 of the 46-ounce cans per buying family, at an average price of 26 cents a can (table 1).

Household buying of prune juice in September rose 15 percent above that of September 1953. Prices paid remained almost unchanged. Grape juice purchases were down substantially from September last year. Prices paid were almost 3 cents higher (table 1).

FRESH CITRUS FRUIT

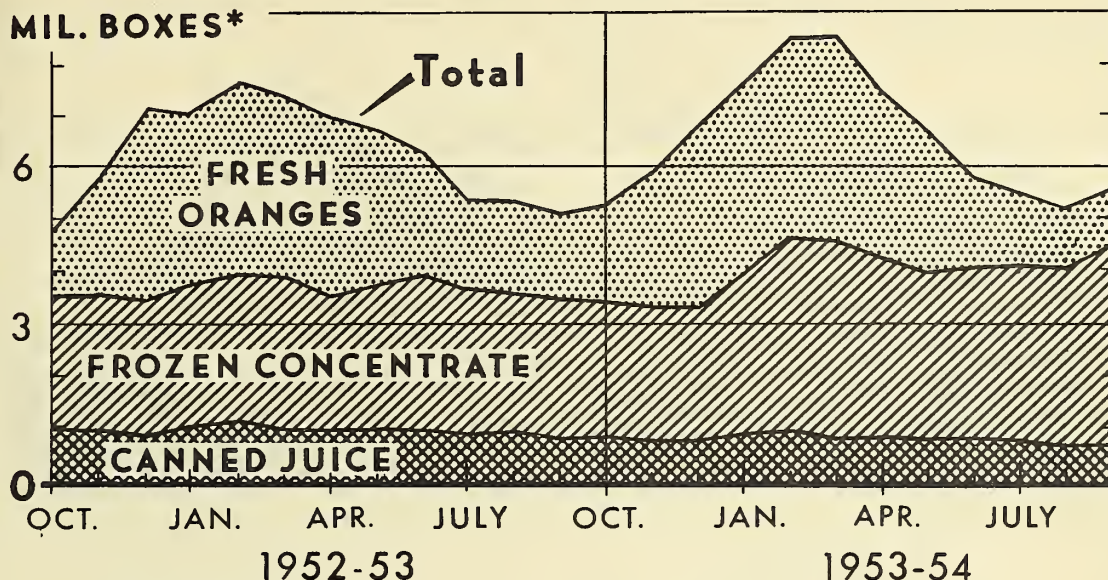
Household purchases of fresh oranges in September were down from September 1953, but were slightly above purchases of the preceding month (fig. 1). Purchases of fresh grapefruit were substantially above those of last September, while lemon purchases remained unchanged. Prices reported paid for oranges and grapefruit were higher than in September last year, but were lower for lemons (table 3).

Purchases of California-Arizona oranges in September rose slightly above the previous month but were down sharply from September a year ago. Consumers paid an average price of 56 cents a dozen for California-Arizona oranges, almost 19 cents a dozen higher than a year ago (fig. 7). Families buying during September bought an average of about $1\frac{3}{4}$ dozens compared with about $2\frac{1}{3}$ dozens a year earlier (table 3).

Consumer purchases of fresh grapefruit in September were up sharply from the same month last year. This increase reflected a substantial increase in the number of families buying. Prices paid--averaging 105.5 cents a dozen--were down from the previous month but were about 2 cents higher than a year ago (table 3).

Household purchases of fresh lemons in September remained unchanged from September 1953. Prices paid were up somewhat from the previous month but were almost 5 cents a dozen lower than in September a year earlier (fig. 9).

PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



* FRESH ORANGE EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 4-54 (10) AGRICULTURAL MARKETING SERVICE

Figure 1

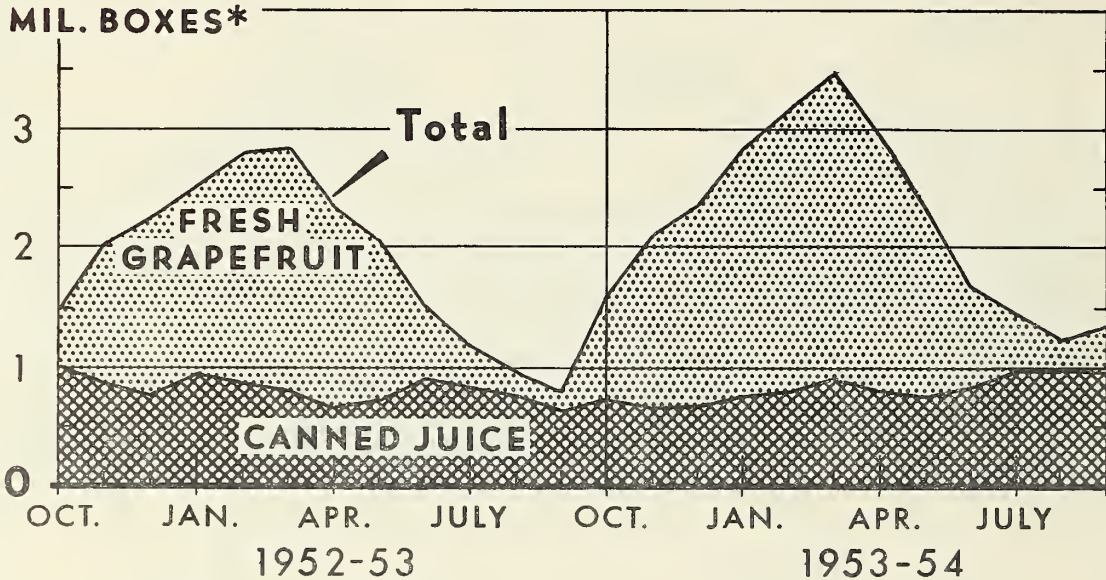
Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1952 to date

Period	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice 1/		Total	
	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53
	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>
October	1,825	1,287	2,633	2,576	809	945	5,267	4,808
November	2,626	2,287	2,559	2,614	773	951	5,958	5,852
December	3,459	3,701	2,591	2,553	773	862	6,823	7,116
October -December 2/	8,552	7,922	8,367	8,331	2,556	2,965	19,475	19,218
January	3,383	3,220	3,326	2,764	891	1,014	7,600	6,998
February	3,702	3,610	3,843	2,824	955	1,158	8,500	7,592
March	3,808	3,468	3,885	2,920	828	961	8,521	7,349
October-March 2/	20,371	19,059	20,486	17,598	5,491	6,395	46,348	43,052
April	3,096	3,380	3,459	2,598	862	933	7,417	6,911
May	2,585	2,946	3,285	2,796	794	965	6,664	6,707
June	1,632	2,336	3,336	2,992	821	963	5,789	6,291
October-June 2/	28,215	28,352	31,396	26,626	8,220	9,494	67,831	64,472
July	1,293	1,656	3,399	2,823	795	884	5,487	5,363
August	998	1,673	3,462	2,692	721	937	5,181	5,302
September	1,011	1,543	3,843	2,690	730	815	5,584	5,048
Season 2/		33,655		35,515		12,373		81,543

1/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh oranges.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS



* FRESH GRAPEFRUIT EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 5-54 (10) AGRICULTURAL MARKETING SERVICE

Figure 2

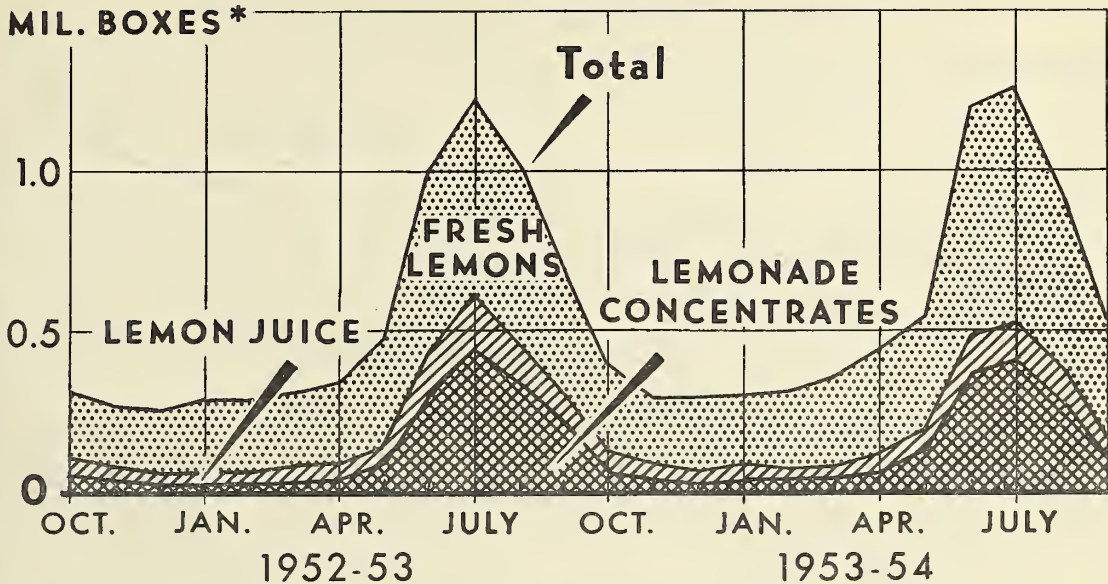
Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1952 to date

Period	Fresh grapefruit		Canned single-strength grapefruit juice ^{1/}		Total	
	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53
	boxes	boxes	boxes	boxes	boxes	boxes
October	836	496	724	1,003	1,560	1,499
November	1,411	1,130	665	877	2,076	2,007
December	1,688	1,447	676	788	2,364	2,235
October-December ^{2/}	4,331	3,405	2,191	2,911	6,522	6,319
January	2,092	1,551	745	951	2,837	2,502
February	2,382	1,907	802	888	3,184	2,795
March	2,579	2,019	915	811	3,494	2,832
October-March ^{2/}	12,027	9,369	4,871	5,808	16,898	15,177
April	2,122	1,684	811	669	2,933	2,353
May	1,561	1,317	767	728	2,328	2,045
June	826	625	842	902	1,668	1,527
October-June ^{2/}	16,858	13,204	7,431	8,317	24,289	21,521
July	442	278	989	830	1,431	1,108
August	237	233	986	761	1,223	994
September	343	193	977	627	1,325	820
Season ^{2/}		13,943		10,723		24,666

^{1/} These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

^{2/} The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF LEMON PRODUCTS BY CONSUMERS



* FRESH LEMON EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 6-54 (10) AGRICULTURAL MARKETING SERVICE

Figure 3

Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1952 to date

Period	Fresh lemons		Lemon juice 1/		Concentrate for lemonade				Total	
					Frozen		Total 2/			
	1953-54 ³	1952-53 ³	1953-54 ³	1952-53 ³	1953-54 ³	1952-53 ³	1953-54 ³	1952-53 ³	1953-54 ³	1952-53 ³
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	274	219	54	56	64	41	67	44	395	319
November	213	193	47	48	39	28	41	30	301	3/271
December	232	199	43	41	25	19	26	21	301	261
October-December 4/	774	665	153	155	135	92	141	99	1,068	919
January	223	220	49	47	29	21	32	25	304	292
February	246	229	42	39	27	24	32	28	320	296
March	278	240	50	46	33	30	35	34	363	320
October-March 4/	1,591	1,442	308	300	231	172	248	193	2,147	1,905
April	321	254	60	43	55	41	61	47	442	344
May	352	322	67	60	124	90	135	98	554	480
June	706	575	119	140	346	283	378	301	1,203	1,016
October-June 4/	3,078	2,688	577	563	828	623	897	679	4,552	3,930
July	738	616	120	109	373	421	399	453	1,257	1,238
August	545	552	102	131	247	311	266	335	913	1,018
September	352	351	61	93	111	197	121	213	534	657
Season 4/		4,337		990		1,633		1,767		7,094

1/ Includes canned single-strength lemon juice and small quantities of frozen single-strength juice.

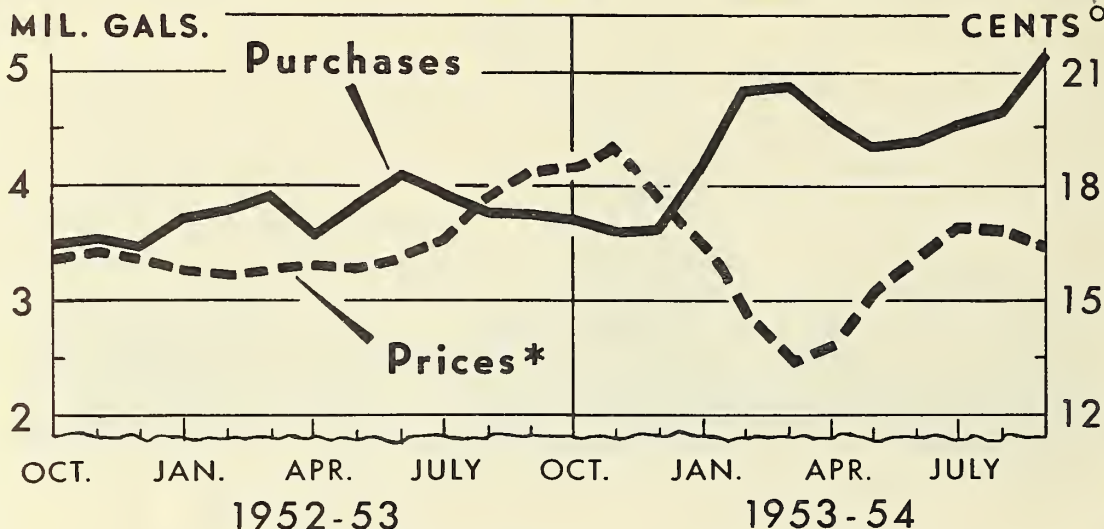
2/ Includes shelf pack lemonade base.

3/ Revised.

4/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



*PRICES PAID BY HOUSEHOLD CONSUMERS

°PER CAN OF 6 OUNCES

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 7-54 (10) AGRICULTURAL MARKETING SERVICE

Figure 4

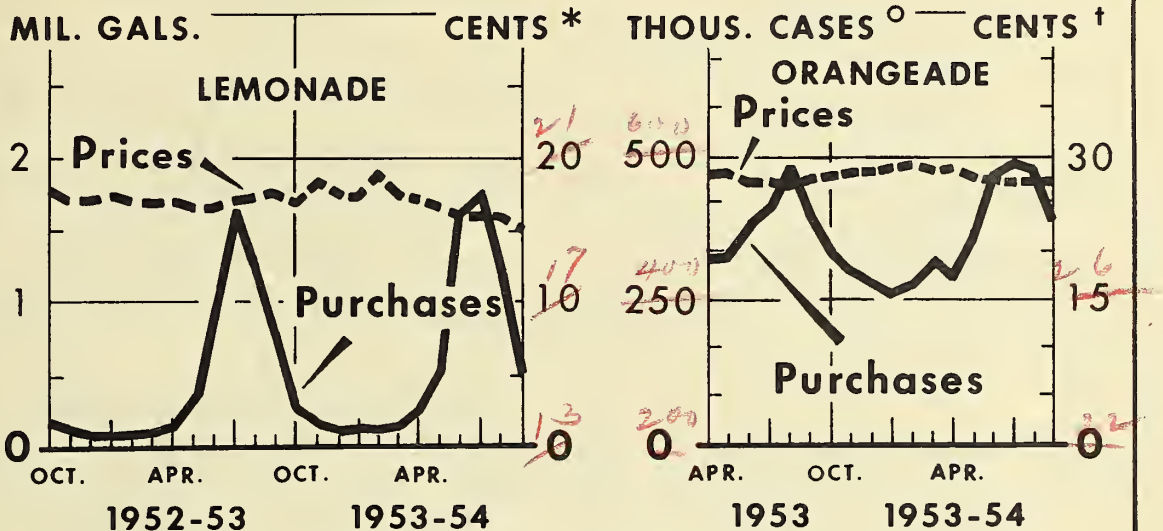
Frozen concentrated orange juice: Consumer purchases and average price paid, October 1952 to date

Period	Purchases		Average price per 6 oz. can	
	1953-54	1952-53	1953-54	1952-53
	1,000 gallons	1,000 gallons	Cents	Cents
October	3,688	3,476	18.6	16.1
November	3,584	3,528	19.1	16.3
December	3,629	3,445	17.7	16.1
October-December 1/	11,718	11,242		
January	4,189	3,705	16.5	15.8
February	4,840	3,786	14.6	15.7
March	4,893	3,914	13.4	15.8
October-March 1/	26,981	23,665		
April	4,570	3,559	13.8	16.0
May	4,339	3,830	15.1	15.9
June	4,407	4,098	16.2	16.1
October-June 1/	41,393	36,031		
July	4,556	3,954	16.9	16.6
August	4,641	3,770	16.8	17.7
September	5,152	3,767	16.4	18.4
Season 1/		48,479		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN LEMONADE AND CANNED ORANGEADE

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA
* CENTS PER CAN OF 6 OUNCES ° EQUIVALENT CASES OF 24 #2'S † CENTS PER CAN OF 46 OUNCES

U. S. DEPARTMENT OF AGRICULTURE

NEG. 8-54 (10) AGRICULTURAL MARKETING SERVICE

Figure 5

Frozen lemonade and canned single-strength orangeade: Consumer purchases and average price paid, specified months, 1952 to date

Period	Frozen lemonade				Canned single-strength orangeade			
	Purchases		Average price		Purchases		Average price	
	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53
	1,000	1,000			1,000	1,000		
	gallons	gallons	Cents	Cents	cases 1/	cases 1/	Cents	Cents
October	267	167	17.2	17.6	336	2/	28.1	2/
November	162	115	18.4	17.0	295	2/	28.2	2/
December	102	80	17.5	17.0	274	2/	28.3	2/
October-December 3/	559	379			966	131		
January	121	80	17.5	17.3	254	2/	28.8	2/
February	114	94	18.9	17.0	272	2/	29.0	2/
March	139	116	17.4	16.9	317	2/	28.7	2/
October-March 3/	956	689			1,922	2/		
April	230	159	17.3	17.1	285	319	28.8	28.0
May	514	350	16.5	16.7	350	321	27.7	28.2
June	1,638	1,096	16.2	16.7	464	372	27.4	27.3
October-June 3/	3,540	2,436			3,150	4/1,091		
July	1,769	1,630	15.9	17.0	488	406	27.2	27.3
August	1,172	1,204	15.7	17.3	478	481	27.2	26.9
September	525	763	15.1	17.6	390	390	27.3	27.8
Season 3/		6,353				4/1,385		

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

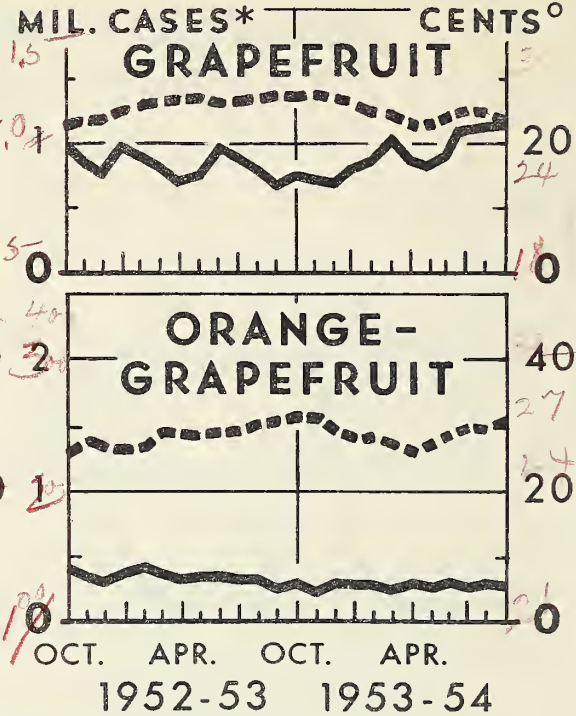
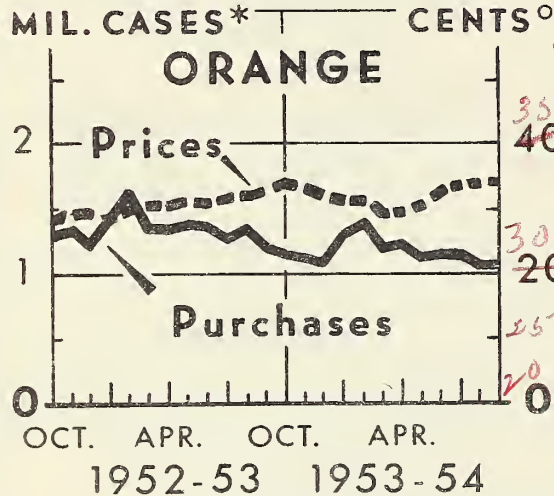
2/ Not available.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

4/ Total for respective quarter rather than season-to-date.

CANNED CITRUS JUICES

Consumer Purchases and Prices Paid



*EQUIVALENT CASES OF 24#2's

°CENTS PER 46-OUNCE CAN

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 9-54 (10) AGRICULTURAL MARKETING SERVICE

Figure 6

Canned citrus juices: Consumer purchases and average price paid, October 1952 to date

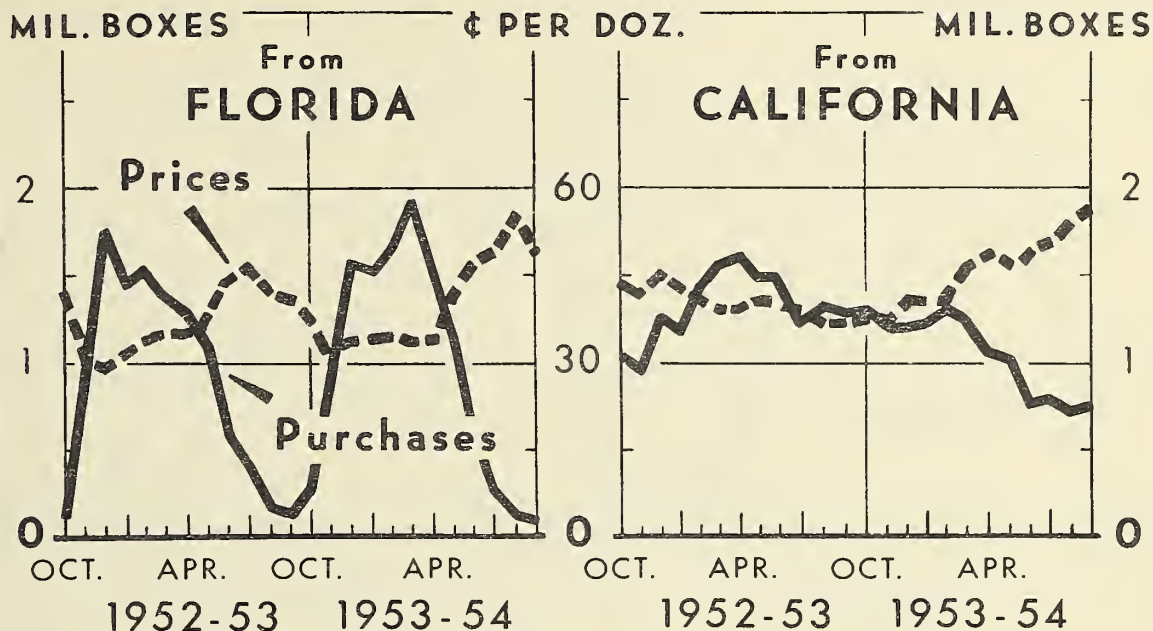
Period	Orange				Grapefruit				Orange-grapefruit blend			
	Purchases		Average price		Purchases		Average price		Purchases		Average price	
	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can
1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54
	cases 1/	cases 1/	Cents	Cents	cases 1/	cases 1/	Cents	Cents	cases 1/	cases 1/	Cents	Cents
October	1,155	1,306	33.4	28.8	764	988	27.1	23.0	295	413	31.8	26.4
November	1,128	1,341	33.3	29.6	721	864	27.6	23.6	233	361	31.6	27.6
December	1,087	1,227	32.2	29.6	695	787	26.9	24.2	314	303	29.4	26.9
October-December 2/	3,618	4,114			2,323	2,846			914	1,159		
January	1,285	1,422	31.7	28.6	804	999	26.1	25.3	300	379	28.1	26.6
February	1,391	1,634	31.3	29.7	880	903	25.2	26.0	294	415	28.5	27.4
March	1,203	1,340	30.1	30.5	1,041	829	23.3	27.0	262	375	26.8	29.2
October-March 2/	7,832	8,943			5,306	5,783			1,852	2,423		
April	1,225	1,332	29.8	30.6	884	695	22.5	27.2	310	323	26.3	29.2
May	1,133	1,368	30.3	30.9	845	756	22.9	27.2	274	352	27.2	29.2
June	1,149	1,364	32.2	31.1	913	978	23.8	26.4	329	353	28.5	29.3
October-June 2/	11,667	13,322			8,119	8,395			2,825	3,543		
July	1,146	1,263	33.5	34.5	1,103	894	24.2	26.8	284	322	29.6	29.4
August	1,032	1,344	33.5	32.3	1,105	803	24.3	27.2	274	329	29.5	30.5
September	1,058	1,192	33.8	32.9	1,106	677	23.8	27.4	249	240	30.7	31.3
Season 2/		17,441				10,971				4,509		

1/ Equivalent cases of 24 No. 2 cans-432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FRESH ORANGES

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 10-54 (10) AGRICULTURAL MARKETING SERVICE

Figure 7

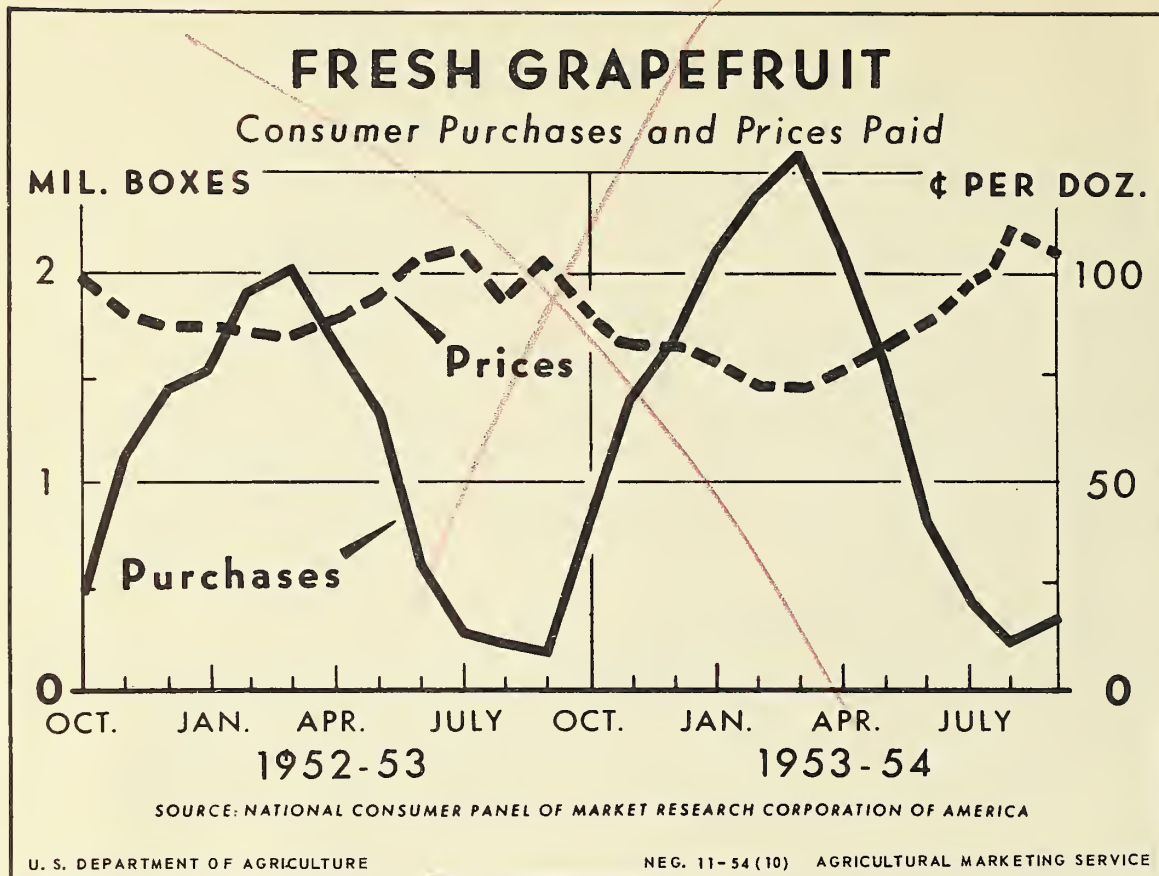
Florida and California-Arizona fresh oranges: Consumer purchases and average price paid, October 1952 to date

Period	Florida				California-Arizona			
	Purchases		Average price per dozen		Purchases		Average price per dozen	
	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October	267	131	37.4	42.4	1,317	1,020	37.4	43.3
November	1,001	901	31.9	30.3	1,226	947	36.9	41.7
December	1,578	1,778	33.2	29.3	1,227	1,254	41.0	45.8
October-December 1/	3,141 2/	3,145			3,999	3,374		
January	1,529	1,446	34.6	31.8	1,236	1,172	40.1	43.2
February	1,671	1,522	34.9	34.1	1,307	1,426	41.7	40.7
March	1,921	1,402	33.4	35.6	1,245	1,578	46.5	39.3
October-March 1/	8,679 2/	7,848			8,128	7,906		
April	1,537	1,281	35.6	35.6	1,061	1,633	48.6	38.9
May	1,166	1,081	41.1	37.0	1,010	1,478	47.1	41.1
June	600	587	47.0	44.3	763	1,476	49.2	40.1
October-June 1/	12,220 2/	11,018			11,167	12,824		
July	291	243	49.7	47.8	806	1,232	50.9	39.2
August	112	168	55.8	42.0	740	1,314	54.9	36.7
September	76	115	49.5	41.3	769	1,271	56.4	37.1
Season 1/		11,587				16,991		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

2/ Revised.

*Fresh Citrus
Consumer Purchases* - 12 -



*Oranges also
Purchases only* *all citrus*

Figure 8

Fresh grapefruit: Consumer purchases and average price paid, October 1952 to date

Period	Purchases		Average price per dozen	
	1953-54	1952-53	1953-54	1952-53
	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>Cents</u>	<u>Cents</u>
October	836	496	91.5	99.0
November	1,411	1,130	83.4	90.8
December	1,688	1,447	82.5	87.3
October-December 1/	4,331	3,405		
January	2,092	1,551	78.2	87.5
February	2,382	1,907	73.9	85.3
March	2,579	2,019	73.4	84.4
October-March 1/	12,027	9,369		
April	2,122	1,684	77.9	88.9
May	1,561	1,317	83.0	95.9
June	826	625	90.0	103.9
October-June 1/	16,858	13,204		
July	442	278	97.9	105.9
August	237	233	110.4	94.0
September	348	193	105.5	103.6
Season 1/		13,943		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

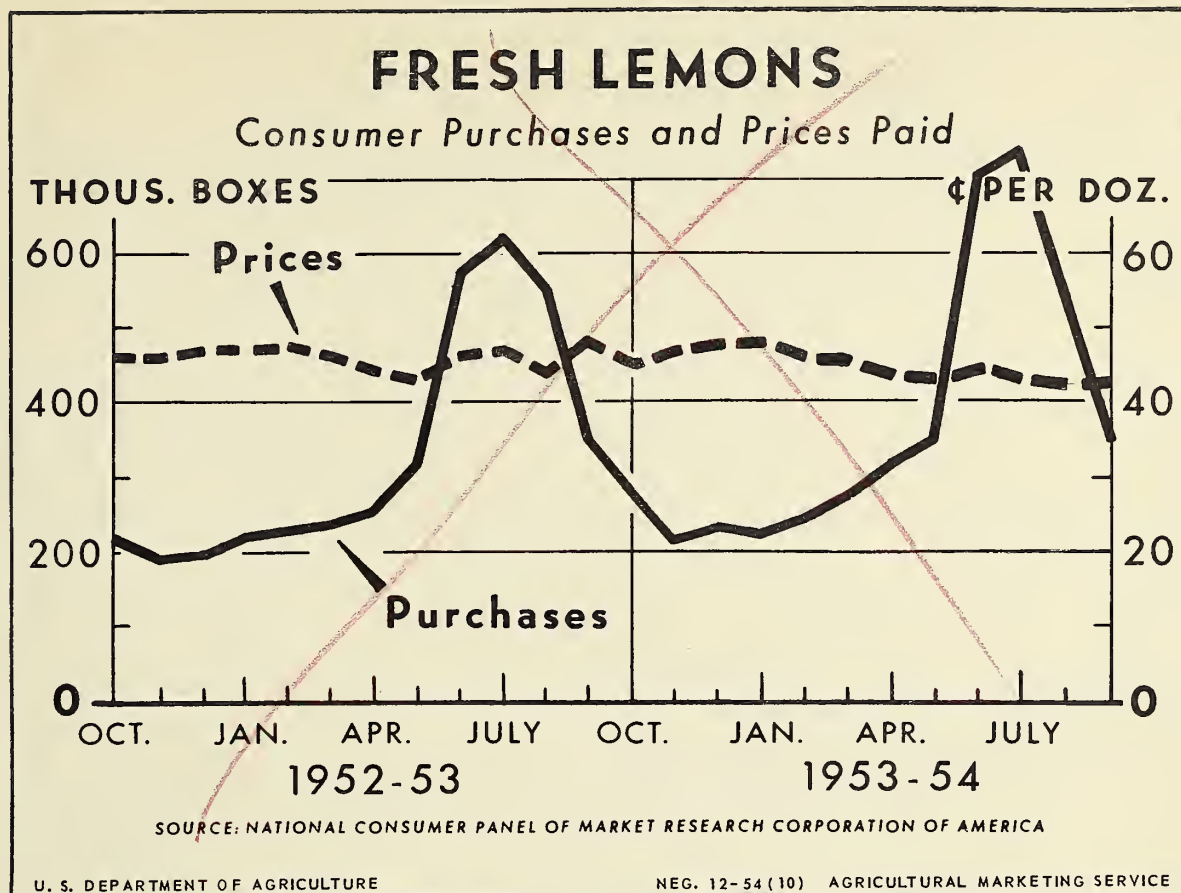


Figure 9

Fresh lemons: Consumer purchases and average price paid, October 1952 to date

Period	Purchases		Average price per dozen	
	1953-54	1952-53	1953-54	1952-53
	1,000 boxes	1,000 boxes	Cents	Cents
October	274	219	45.8	45.7
November	213	193	46.6	45.3
December	232	199	47.0	46.4
October-December 1/	774	665		
January	223	220	47.5	46.3
February	246	229	46.0	47.2
March	278	240	45.8	45.9
October-March 1/	1,591	1,412		
April	321	254	43.8	43.8
May	352	322	43.7	42.7
June	706	575	44.1	45.6
October-June 1/	3,078	2,688		
July	738	616	42.7	46.8
August	545	552	42.5	43.4
September	352	351	43.2	48.0
Season 1/		4,337		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 1.--Canned single-strength juices and ades: U. S. total consumer purchases and average price, September 1954 and 1953 (4-week period)

Commodity	Percentage of		Total quantity		Per buying family				Unit	Average price	
	all families									per unit	
	buying				Purchases		Quantity per purchase				
	1954	1953	1954	1953	1954	1953	1954	1953		1954	1953
	Percent	Percent	1,000 cases	1,000 cases	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Canned juices											
Orange	10.8	11.5	1,058	1,192	1.7	1.8	54.2	58.1	46	33.8	32.9
Grapefruit	9.8	8.2	1,106	677	1.6	1.6	65.0	55.4	46	23.8	27.4
Orange & gpft. blend	3.4	3.2	249	240	1.4	1.5	48.8	51.7	46	30.7	31.3
Lemon	2.9	4.3	56	74	1.3	1.3	14.6	14.3	5½	14.3	13.1
Grape	3.8	5.4	171	244	1.4	1.4	31.5	30.9	24	35.7	33.1
Pineapple	12.8	15.1	1,154	1,281	1.5	1.6	55.0	53.1	46	30.7	30.5
Prune	7.4	6.5	530	461	1.8	1.7	36.7	37.2	32	33.5	33.4
Tomato	17.2	18.1	1,567	1,557	1.6	1.6	51.1	52.0	46	25.8	26.6
Total 3/	46.2	49.4	6,556	6,296	2.7	2.7	49.4	47.6			
Canned ades											
Orangeade	3.5	3.4	390	390	1.8	1.6	60.5	67.2	46	27.3	27.8

^{1/} Equivalent cases of No. 2 cans - 432 ounces per case.

^{2/} Too few purchases for analysis.

^{3/} Includes other canned single-strength juices.

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Table 2.--Frozen concentrated juices and ades: U. S. total consumer purchases and average price, September 1954 and 1953 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
	1954	1953	1954	1953	Purchases		Quantity per purchase			1954	1953
					1954	1953	1954	1953			
	Percent	Percent	1,000 gallons	1,000 gallons	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Frozen concentrated juices											
Orange	30.9	27.7	5,152	3,767	2.5	2.4	18.0	16.4	6	16.4	18.4
Grape	4.9	5.5	268	341	1.5	1.6	10.4	10.9	6	21.4	22.2
Other concentrates	1/	1/	252	219	1/	1/	13.3	11.8	6	16.8	17.0
Total	33.0	30.9	5,672	4,327	2.7	2.7	17.1	15.5			
Concentrated ades											
Frozen											
Orangeade	2/	1.0	2/	62	2/	1.3	2/	13.8	6	2/	17.3
Lemonade	6.6	10.4	525	763	1.5	1.4	15.0	14.3	6	15.1	17.6
Shelf pack											
Lemonade	2/	1.5	2/	62	2/	1.1	2/	10.9	6	2/	14.9
Orangeade	1.5	2.8	133	243	1.8	1.5	14.7	13.0	6	17.1	15.9

^{1/} Information not available.

^{2/} Too few purchases reported for analysis.

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Table 3.--Fresh citrus fruit: U. S. total consumer purchases and average price, September 1954 and 1953 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per dozen	
					Purchases		Quantity per purchase			
	1954	1953	1954	1953	1954	1953	1954	1953	1954	1953
	Percent	Percent	1,000 boxes	1,000 boxes	Number	Number	Number	Number	Cents	Cents
Oranges										
California-Arizona	16.2	23.4	769	1,271	2.0	2.1	10.5	13.3	56.4	37.1
Florida	2.1	2.5	76	115	1.3	1.6	11.0	12.1	49.5	41.3
Unidentified	4.5	5.5	142	144	1.5	1.5	10.8	11.6	48.5	41.5
Total 1/	21.5	26.9	1,011	1,543	2.0	2.1	10.7	13.0	54.2	37.8
Grapefruit										
California-Arizona	2.9	2.5	95	89	1.6	1.4	3.5	4.7	107.7	86.6
Florida	3.5	1.4	101	32	1.3	1.2	3.8	3.1	94.2	122.7
Unidentified	5.1	2.8	144	68	1.3	1.3	3.3	3.5	112.8	119.6
Total 1/	10.8	6.1	348	193	1.5	1.5	3.5	4.0	105.5	103.6
Lemons	23.3	25.3	352	351	1.7	1.6	6.9	6.3	43.2	48.0
Total 2/	40.9	43.4	1,711	2,087	2.4	2.5	8.1	9.7	53.3	42.5

1/ Includes small purchases of Texas fruit.

2/ Except for total quantity purchased, totals include small purchases of other citrus fruit.

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